Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

      1.   (Currently Amended) A three-dimensional advertisement system, comprising:

      a server for sending an instruction to at least one client through a network to instruct the at least one client to show an advertisement; and

      said at least one client for displaying a three-dimensional virtual space, and for showing a three-dimensional advertisement image as moving within the three-dimensional virtual space in accordance with the instruction sent from said server through said network, wherein said at least one client includes:

      a display for displaying the three-dimensional virtual space showing an avatar which is a graphical representation of a user in the three-dimensional virtual space; and

      a controller for determining a particular position ~~where~~ at which to initially place the three-dimensional advertisement image [[is]] to be shown in the three-dimensional virtual space based on at least one of a specific position of the avatar within the three-dimensional virtual space and a specific direction of movement of the avatar within the three-dimensional virtual space, said controller configured to control said display to show the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space;

      wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

      wherein the at least one client is configured to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the

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three-dimensional virtual model of the real item to be advertised within the three-dimensional

virtual space.

2.   (Canceled)

3.   (Previously Presented) The three-dimensional advertisement system according

to claim 1, wherein said at least one client includes:

a memory for storing data related to the advertisement;

a display for displaying the three-dimensional virtual space; and

a controller for controlling said display to display the three-dimensional

advertisement image in a predetermined position within the three-dimensional virtual space

based on the data stored in said memory.

4.   (Previously Presented) The three-dimensional advertisement system according

to claim 3,

wherein said memory is configured to store, as the data related to the

advertisement, model data of the real item to be advertised and outline data indicating a type

of the real item and a desired movement of the three-dimensional advertisement image within

the three-dimensional virtual space; and

wherein said controller is configured to control said display based on the

model data and the outline data to show the three-dimensional advertisement image as

moving positions within the three-dimensional virtual space.

5.   (Previously Presented) The three-dimensional advertisement system according

to claim 4,

wherein said memory is configured to further store, as the data related to the advertisement, audio data representing at least one of back music of the advertisement and a catch phrase of the advertisement.

6.   (Previously Presented) The three-dimensional advertisement system according to claim 4,

wherein said memory is configured to store a plurality of pieces of particular outline data which are identified by outline IDs, respectively;

wherein the plurality of pieces of particular outline data includes the outline data;

wherein said server is configured to send a predetermined outline ID to said at least one client; and

wherein said controller is configured to control said display to display a predetermined advertisement based on a piece of the plurality of pieces of the particular outline data that is identified by the outline ID sent from said server.

7.   (Previously Presented) The three-dimensional advertisement system according to claim 6, wherein said server includes:

a timer for measuring a predetermined period of time; and

a transmission unit for sending one of the outline IDs to said at least one client every time the predetermined period of time measured by said timer elapses.

8.   (Previously Presented) A three-dimensional advertising server, comprising:

a timer for measuring a predetermined period of time; and

a transmission unit for transmitting a signal to at least one client for instructing the at least one client to show a three-dimensional advertisement image as moving within a three-dimensional virtual space;

wherein the transmission unit is configured to transmit the signal to the at least one client through a network when the predetermined period of time measured by said timer elapses;

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the three-dimensional advertising server is configured to generate the signal so as to specify that the at least one client is to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the three-dimensional virtual model of the real item to be advertised within the three-dimensional virtual space.

9.   (Currently Amended) A three-dimensional advertisement display device, comprising:

a memory for storing data related to an advertisement;

a display for displaying a three-dimensional virtual space, wherein said display is configured to display, within the three-dimensional virtual space, an avatar that is a graphical representation of a user in the three-dimensional virtual space; and

a controller for controlling said display to display a three-dimensional advertisement image as moving within the three-dimensional virtual space based on the data stored in said memory, wherein said controller is configured to determine a particular position where at which to initially place the three-dimensional advertisement image [[is]] to be

shown within the three-dimensional virtual space based on at least one of a specific position of the avatar within the three-dimensional virtual space and a direction of movement of the avatar within the three-dimensional virtual space, said controller configured to control said display to display the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space;

wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the controller is configured to move the three-dimensional advertisement image within the three-dimensional virtual space by changing a position of the three-dimensional virtual model of the real item to be advertised within the three-dimensional virtual space.

10.   (Canceled)

11.   (Previously Presented) The three-dimensional advertisement display device according to claim 9,

wherein said memory is configured to store, as the data related to the advertisement, model data of the real item to be advertised and outline data indicating a type of the real item and a desired movement of the three-dimensional advertisement image within the three-dimensional virtual space; and

wherein said controller is configured to control said display based on the model data and the outline data to display the three-dimensional advertisement image as moving positions within the three-dimensional virtual space.

12.   (Previously Presented) The three-dimensional advertisement display device according to claim 11,

wherein said memory is further configured to store, as the data related to the advertisement, audio data representing at least one of back music of the advertisement and a catchphrase of the advertisement.

13.   (Currently Amended) A method for displaying a three-dimensional advertisement image, the method comprising:

sending an instruction from a server to at least one client through a network to instruct the at least one client to display an advertisement;

displaying, by said at least one client, a three-dimensional virtual space;

displaying, by said at least one client within the three-dimensional virtual space, an avatar that is a graphical representation of a user in the three-dimensional virtual space;

determining, by said at least one client, the particular position at which to initially display a three-dimensional advertisement image within the three-dimensional virtual space based on at least one of a position of the avatar within the three-dimensional virtual space and a direction of movement of the avatar within the three-dimensional virtual space, said three-dimensional advertisement image being a three-dimensional virtual model of a real item to be advertised;

displaying, by said at least one client, the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space; and

changing, by said at least one client, a position of the three-dimensional virtual model of the real item to be advertised within the three-dimensional virtual space from the particular position to a specific position, so as to move the three-dimensional advertisement image within the three-dimensional virtual space.

14.   (Canceled)

15.   (Previously Presented) The method according to claim 13, wherein said displaying, by said at least one client, the three-dimensional advertisement image in the particular position, includes:

    displaying, by said at least one client, the three-dimensional advertisement image in the particular position within the three-dimensional virtual space using data related to the advertisement and being supplied in advance.

16.   (Previously Presented) The method according to claim 15, wherein said sending an instruction, includes:

    measuring, in said server, a predetermined period of time; and

    sending, from said server to said at least one client after said predetermined period of time elapses, a signal for instructing said at least one client to display the three-dimensional advertisement image.

17. – 18.   (Cancelled)

19.   (Previously Presented) A storage medium storing a computer program for causing a server to execute a process, the process comprising:

    repeatedly measuring, in said server, a predetermined period of time;

    transmitting, from said server to a client each time the predetermined period of time measured by the server elapses, a signal for instructing the client to display a three-dimensional advertisement image as moving within a three-dimensional virtual space, wherein the three-dimensional advertisement image is a three-dimensional virtual model of a real item to be advertised; and

wherein the signal causes the client to display the three-dimensional advertisement image within the three-dimensional virtual space and causes the client to change a position of the three-dimensional virtual model of the real item to be advertised within the three-dimensional virtual space.

20.   (Currently Amended) A storage medium storing a computer program for causing a client computer to execute a process for displaying a three-dimensional advertisement image, the process comprising:

receiving, by said client computer, an instruction from a server through a network that instructs the client computer to display an advertisement;

displaying, by said client computer, a three-dimensional virtual space;

displaying, by said at least one client within the three-dimensional virtual space, an avatar that is a graphical representation of a user in the three-dimensional virtual space;

determining, by said at least one client, the particular position at which to initially display a three-dimensional advertisement image within the three-dimensional virtual space based on at least one of a position of the avatar within the three-dimensional virtual space and a direction of movement of the avatar within the three-dimensional virtual space, said three-dimensional advertisement image being a three-dimensional virtual model of a real item to be advertised;

displaying, by said at least one client, the three-dimensional advertisement image in the determined particular position within the three-dimensional virtual space; and

changing, by said client computer, a position of the three-dimensional virtual model of the real item to be advertised within the three-dimensional virtual space from the

particular position to a specific position, so as to move the three-dimensional advertisement image within the three-dimensional virtual space.

21. (Previously Presented) The three-dimensional advertisement system of claim 1,

wherein the at least one client is configured to store data representing the three-dimensional virtual space;

wherein the at least one client is configured to store model data which represents one or more items to be advertised;

wherein the at least one client is configured to store one or more pieces of outline data, each piece of said one or more pieces of outline data associated with a corresponding outline ID and indicating a desired position within the three-dimensional virtual space to display a corresponding three-dimensional advertisement image of an item of the one or more items to be advertised;

wherein the at least one client is configured to store audio data for each of the one or more items to be advertised;

wherein the at least one client is configured to display a particular three-dimensional advertisement image corresponding to a particular piece of the one or more pieces of outline data having a corresponding outline ID that is a same outline ID as a particular outline ID received from the server; and

wherein the server is configured to store the data representing the three-dimensional virtual space and the model data and the one or more pieces of outline data and the audio data

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22.   (Previously Presented) The three-dimensional advertisement display device according to claim 9,

wherein said memory is configured to store, as a first portion of the data related to the advertisement, model data of the real item to be advertised and outline data indicating a type of the real item and a desired movement of the three-dimensional advertisement image within the three-dimensional virtual space;

wherein said controller is configured to control said display based on the model data and the outline data to display the three-dimensional advertisement image as moving positions within the three-dimensional virtual space;

wherein said memory is configured to store, as a second portion of the data related to the advertisement, audio data representing at least one of back music of the advertisement and a catchphrase of the advertisement; and

wherein said memory is configured to store, as a third portion of the data related to the advertisement, data representing the three-dimensional virtual space.